

## CUNA Technology Council and Operations & Member Experience Council Sponsorship Information

We appreciate your interest in sponsoring. You can decide which level fits your needs and budget.

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### What is Included

- Two complimentary conference passes for Platinum (\$10,000) and Gold (\$7,500).
- One complimentary conference pass for Silver (\$4,750) and Bronze (\$3,250).
- Additional conference passes may be purchased at the \$999 sponsor rate.
- Attractive display signage posted at the sponsored event.
- Inclusion in the sponsor listing of the conference APP, used throughout the conference.
- Public recognition at several of the conference general sessions.
- A link to your website from the conference website before and at the conclusion of the conference.
- Ability to attend all functions associated with the conference.
- Access to attendee contact information.
- Ability to speak for 1-2 minutes at the beginning of your sponsored breakout or general session.
- Endless networking opportunities.
- First chance to sponsor the same activity for the subsequent conference.

### Sponsorship Levels

Contact CUNA Councils to see what sponsorships are still available at [sponsorships@cuna.coop](mailto:sponsorships@cuna.coop) or (800) 356-9655, ext. 4018. We offer four levels: Platinum; Gold; Silver; Bronze.

## **PLATINUM LEVEL (\$10,000)**

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### **Keynote Address (\$10,000; one opportunity)**

Sponsor introduces the keynote speaker at this premiere event. Sponsor receives exclusive signage, podium time, and the opportunity to distribute promotional literature.

### **Vendor Speed Round Sessions Co-Sponsorship (\$10,000; two opportunities)**

Speed Rounds are fast-paced, high-impact sessions providing a unique opportunity for vendors to show off their state-of-the-art products to a large credit union audience. Sponsor receives exclusive signage, podium time at the beginning of the morning or afternoon session, and the opportunity to distribute promotional literature.

### **Crasher Program (\$10,000; one opportunity)**

Sponsorship helps to fund 10 Crashers to the conference. The Crashers will be attending many of the conference sessions and will also be working together as a group throughout the week. As a sponsor, you will receive respective signage, Council branded t-shirts with your company logo, and an opportunity to meet with the Crashers.

## **GOLD LEVEL (\$7,500)**

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### **General Sessions (\$7,500 each; two opportunities)**

The sponsor for these popular general sessions will receive exclusive signage, podium time, along with an opportunity to distribute promotional literature.

### **Membership Luncheon (\$7,500; one opportunity)**

A plated luncheon followed by a membership meeting. As a sponsor, you will receive respective signage, podium time, and the opportunity to distribute promotional literature.

### **Networking Luncheon (\$7,500; one opportunity)**

A buffet or box luncheon during the height of the conference. As a sponsor, you will receive respective signage and the opportunity to distribute promotional literature.

### **Awards General Session (\$7,500; one opportunity)**

During this 1-hour session, we will present the O&ME Council and Technology Council awards. Sponsor receives exclusive signage, podium time, and the opportunity to distribute promotional literature.

### **Wireless Internet (\$7,500; one opportunity)**

Wireless internet service for conference attendees in the Welcome Center and all conference session rooms. Sponsor will select the Wi-Fi passcode.

### **Tote Bags (\$7,500; one opportunity)**

Council branded tote bag with your company logo and website.

## **SILVER LEVEL (\$4,750)**

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### **Welcome Reception Co-Sponsorship (\$4,750 each; two opportunities)**

The initial gathering point for conference attendees. Complimentary beverages, plus plenty of appetizers to help generate enthusiasm for the conference. Sponsors receive exclusive signage and the opportunity to distribute promotional literature.

### **Social Event Contributing Sponsor (\$4,750 each; multiple opportunities available)**

Join us for an evening of fun and networking. Sponsor receives exclusive signage and public recognition at this event.

### **Conference Giveaway (\$4,750 each; two opportunities)**

Your company's logo and website, along with the Council logo and website, will appear on the item chosen to give to all participants.

### **Mobile Phone APP Co-Sponsorship (\$4,750 each; two opportunities)**

Multiple in-app sponsorships and ad opportunities to expose attendees to your company before, during and after the conference. Includes a rotating banner ad provided by your company.

### **Breakfast Co-Sponsorship (\$4,750 each; six opportunities)**

Sponsors receive signage and the opportunity to network with members. Distribution of promotional literature is also allowed during the breakfast.

### **Hotel Room Keys (\$4,750; one opportunity)**

Have your company's logo/artwork placed on the room key of each conference attendee. It's definitely an item they will have with them throughout the conference.

### **Charging Station (\$4,750 each; three opportunities)**

A common inconvenience attendees face when they spend all day at a conference is that their cell phone's battery dies. Keep attendees on site by allowing them to charge their cell phones in the Registration Area. Each sponsorship covers one station for the entire conference and includes signage, full branding and a variety of charging capabilities for phones and other hand-held electronics.

### **Hydration Station (\$4,750 each; five opportunities)**

Conference attendees will thank you for quenching their thirst with water stations located in several areas of the Exhibit Hall and in the corridors of the conference sessions. Each sponsorship covers one station for the entire conference and includes signage placed in the station area.

## **BRONZE LEVEL (\$3,250)**

### **Pocket Agenda (\$3,250; one opportunity)**

Your company's color ad will appear on the back cover. This pocket agenda will be used throughout the week by all conference participants.

### **Badge Lanyards (\$3,250; two opportunities)**

Your company's name will appear on the O&ME Council or Technology Council lanyards. Great exposure throughout the conference and beyond.

### **Small Giveaway Item (\$3,250 each; two opportunities)**

Your company's logo and website, along with the Council logo and website, will appear on the item chosen to give to all participants.

### **Refreshments during Registration (\$3,250; one opportunity)**

Iced tea, lemonade and snacks will be provided to conference attendees as they register onsite. Sponsorship includes signage placed in the station area. Distribution of promotional literature is also allowed in the station area.

### **Refreshment/Networking Break Co-Sponsorship (\$3,250 each; four opportunities)**

Includes coffee, soft drinks and a treat. Sponsors receive signage and the opportunity to network with members. Distribution of promotional literature is also allowed during the networking break.

### **Conference Scholarship for a Credit Union Attendee (\$3,250 each; multiple opportunities available)**

Sponsorship helps to fund one credit union scholarship for attendance at the conference. Recognition will be through signage and announcement at the membership lunch. We don't reveal the names of the scholarship recipients, but they are made aware of the sponsors who contribute to the scholarship fund and make it possible for them to attend.

### **Pre-Conference Workshop (\$3,250 each; one opportunity)**

The workshop will occur on Wednesday afternoon. Sponsors receive signage, the opportunity to distribute promotional literature and announced recognition.

### **Educational Breakout Sessions (\$3,250 each; multiple opportunities available)**

Signage thanking sponsor, public recognition during the beginning of your sponsored breakout session plus literature distribution at the breakout session.

## **Vendor Speed Round Sessions**

Speed Rounds are fast-paced, high-impact sessions providing a unique opportunity to show off your state-of-the-art product to a large credit union audience. Speed Rounds were introduced at the 2011 conference and continue to be a huge success with both attendees and presenters. See examples from [Past Speed Round Presentations](#).

#### **SPEED ROUND FORMAT:**

- Speed Round presentations will take place in two 90-minute general sessions. The first session will take place on Thursday morning and the 2nd session on Thursday afternoon.
- Each 90-minute session will feature up to 11 demos.
- Product demonstrations are a maximum of five (5) minutes each and will take place back-to-back. A facilitated 2-minute industry expert panel question period will immediately follow the demo.
- Only working product demos via live feed will be allowed – no slideshows, pre-recorded video or static content that is not a part of the product itself will be allowed.
- Voting for Best of Show will incorporate the industry expert panel ratings and audience feedback. The panel's ratings will be based on: does your product/solution drive revenue, engagement, growth, efficiency, cost efficiency, and rate your demonstration Q&A. The Best of Show award winner will be announced during the conference Awards General Session at 4:00 pm on Thursday, September 12.

#### **TO BE A SPEED ROUND PRESENTER:**

- A minimum Bronze Level sponsorship (\$3,250) plus tabletop display space (\$1,650) is required to be eligible to be a Speed Round presenter.
- Up to 22 presenters will be selected from applicants received.
- Fee to participate as a Speed Round presenter: **\$2,000** if the speed round application is finalized and submitted by **June 14, 2019 (early-bird application deadline)**. If finalized and submitted between June 15 and **July 12 (final application deadline)**, the fee to participate is **\$2,500**.

#### **SUBMITTAL & SELECTION PROCESS:**

Information and link to the [2019 application form](#).

#### **Tabletop Display Space (Optional)**

Vendors who first sponsor an item or event have the opportunity to purchase a tabletop display space in the "welcome center/exhibit hall" of the conference for \$1,650 (no 10x10 booths allowed). Space is limited.

All conference breakfasts, refreshment breaks, and Welcome Reception take place in the exhibit hall to provide sponsors with maximum exposure. You will receive a 6-foot draped table with two chairs and will be charged for hard-wired internet access, electrical connection, and other services requested. Complimentary basic Wi-Fi will be available.

You may bring tabletop exhibits that will fit on top of a 6-foot table, or behind it, but not alongside. Suggested items to bring include a pull-up banner, literature, a bowl to collect cards for a drawing, and a computer screen that you can either bring or rent from the hotel. Rental forms will be provided with the logistical information a few months prior to the conference.

## Vendor Representative Information

Our sponsorship program allows sponsors to attend all educational sessions, meal functions and networking events along with the credit union attendees. Over the years, past attendees from both the credit union side and supplier side have cited the value of vendor representatives as a part of the whole conference, not just those limited "welcome center opportunities." For that reason, we don't offer a pass for "non-session attendees" who simply wish to staff your display. Additional registrants beyond the number of complimentary registrations included with your sponsorship are at the rate of \$999 each.

*Additional participants from the same firm (not affiliates) may also attend based on the sponsorship level in which you commit.*

## Deadlines

In order to get your name in the conference materials, sponsorship payment will have to be processed no later than **August 2, 2019**. Sponsorship is always welcome, but agreements made after that date may not be mentioned in the conference materials. Payment must be made prior to sponsorships being accepted. We do not guarantee the availability of any opportunity until we receive written confirmation of intent and establish its availability. Payment must be made within 15 days of confirmation. It is best to commit and remit payment early.

## Enrollment

Please complete the [Technology Council sign-up form](#) or the [O&ME Council sign-up form](#) and submit no later than **August 2, 2019**. A confirmation email and invoice will be sent out when your sponsorship sign-up form is received, along with further details.

## Payment Terms

A \$750 non-refundable deposit is required to a reserve sponsorship. Payment in full must be received by **August 2, 2019** to guarantee placement in the conference materials. If payment is not received by final due date, space may be released to other sponsors.

## Cancellation Policy

Cancellations by a sponsor less than 60 days prior to the event will result in an administrative fee of 25% of the sponsorship package price being retained by CUNA. Additional funds already committed by CUNA are non-refundable unless CUNA can obtain an approved alternate sponsor. Any cancellation request must be in writing and sent via email to [sponsorships@cuna.coop](mailto:sponsorships@cuna.coop).

Should an event be cancelled by CUNA, your sponsorship package price may be applied directly to another CUNA event, or will be refunded. Sponsorships for printed items will be processed as soon as practicable by CUNA. Sponsorships for items already imprinted are not refundable.

## Activity Guidelines

The purpose of the Sponsorship Program is to provide vendors with the opportunity to support the annual conference and in return receive considerable name recognition and direct networking opportunities. We request that our Sponsors use good judgment and business practices while interacting with our attendees. Activities or behaviors considered less than productive jeopardize the value of the conference for our attendees and may result in termination of the Sponsor relationship.

No activities may be scheduled at any time that will draw participants away from sessions or other conference activities.

Attendee emails will be shared with you solely for your use as a sponsor for this event. You may not use those emails for other purposes or share them with any third parties.

Any activity not sanctioned by the CUNA Councils may not be advertised as part of the Sponsorship Program. The Council reserves the right to prohibit distribution of non-sanctioned materials within the designated conference areas of the hotel.

Additional participants from the same firm (not affiliates) may also attend based on the sponsorship level in which you commit.

Participation in the Sponsorship Program should not be viewed as an endorsement by the Council.

## Contact Information

If you have any questions, or if you already know what category/event you would like to sponsor, contact CUNA, at 1-800-356-9655, ext. 4018 or [sponsorships@cuna.coop](mailto:sponsorships@cuna.coop). All participation will be subject to CUNA Technology Council Executive Committee approval.

*Updated 2/25/2019*